DLG-tested operating equipment & consumables

Give yourself a head start with customers

www.DLG.org

Operating equipment & consumables – Tested by DLG

As a neutral, independent organisation, DLG heads the world leader in testing and certification. DLG Quality Labels und DLG Quality Marks stand for experience, competence and credibility. Every year the DLG Test Center Technology and Farm Inputs evaluates a large number of products from a broad range of applications – from fertilizer lime and disinfecting agents to food additives.

DLG's test methods are practice-related, independent of producers and manufacturers, and have been developed by neutral test commissions. They are based on current scientific findings, modern test methods and a cross-sector network of experts from the fields of science and practice. The tests of operating equipment & consumables cover product certifications and in some cases also process certifications. All operating equipment & consumables that receive an award from DLG are subject to continuous monitoring. Constant product quality is assured by repeat tests and audits of the manufacturer conducted at least once a year. This distinguishes the DLG Awards from many other test labels and is particularly important for the end customer.

DLG-tested products

- Cleaning and disinfecting agents (e.g. dairy industry)
- Udder hygiene agents
- Compound feeds
- Ensiling agents
- Silage films/sheeting and wrapping nets
- Hoof hygiene agents
- Animal housing disinfecting agents
- Fuels and lubricants
- Fertilizer limes
- Litter powder
- Culture substrates and soil additives
- Plant fertilizers
- Bedding litter for pets
- Cat litter
- Seeds
- Charcoal and firelighters
- Solid biofuels
- Food additives

Quality in focus

In addition to a neutral assessment by experts, within the scope of the tests of operating equipment & consumables we offer you attractive awards and information and publicity material that can be used flexibly and support you specifically in targeted communications with your customers.

NEW – Gild your product!
The renowned awards DLG Quality Mark and DLG Quality Label in the new “Gold” design highlight the premium quality standard of your operating equipment & consumables and indicate that your product is subject to continuous monitoring.

NEW – Show what is important to you!

With the DLG Quality Mark and DLG Quality Label “plus” you profit even more strongly from the high profile of the quality awards. The quality aspects that are important for you are accentuated conspicuously in the label. We help you to communicate special features of your product.

NEW – Compact and convincing!
The DLG Test Report “compact” shows at a glance what qualities your operating equipment & consumables possess. Fact-oriented and set out clearly, this is a versatile instrument for sales and marketing.

NEW – Your exclusive business card!
The multi-page DLG Test Report “Special” informs your customers in detail about the tested operating equipment & consumables, its quality advantages and the demanding tests conducted by the DLG experts.

High brand recognition – High trust level

In the market DLG’s Test Labels stand for neutrally and independently confirmed premium product quality. They have the strongest influence on decisions to buy of all the agricultural quality marks. This has been confirmed by surveys conducted among practitioners (market research study 2015).

Date of issue: 11/2018

Innovative service

Direct, Print or Social – with our innovative marketing media we provide you with individual communication packages for successful marketing of your products. We would be pleased to make you an offer for an individual media package.

Contact: Betriebsmittel@DLG.org

Direct^{plus}

Direct-Mailing offers
- National and international
- Direct contact with up to around 600,000 addresses from the fields of agriculture and related target groups

Social Media^{plus}

Media package for
- Social networks
- Interaction with user groups from agricultural sector
- Social-Media presentations (Facebook, Twitter)

Print^{plus}

High-grade print products
- in German and other languages
- offprints of test reports, technical articles

Search^{plus}

Individual SEO/SEA campaign
- Active promotion of product-specific search terms
- Optimised web presence and enhanced ranking by search engines

Video^{plus}

Video productions covering individual quality tests
- Filmed documentation of the tests
- Test methodology, test processes
- Interviews with DLG test engineers

Flexible Content-Formats for the customer's YouTube channels

Presentation of film snippets via DLG's Social-Media channel

MarketResearch^{plus}

Individual market research on products and concepts
- Sample can be scaled freely
- Agriculture/Agribusiness
- National and international

DLG TestService GmbH
Location Gross-Umstadt
Max-Eyth-Weg 1 · 64823 Gross-Umstadt
Tel. +49 69 24788-600 · Fax +49 69 24788-690
Betriebsmittel@DLG.org · www.DLG.org